

4th Annual Milwaukee
Personal Finance Conference

The Money Conference™

"Build Wealth Not Debt"



Saturday May 10, 2003
Italian Community Center
631 East Chicago Street
Milwaukee, Wisconsin



4th Annual Milwaukee
Personal Finance Conference

The Money Conference

P.O. Box 511215
Milwaukee, WI 53203-0211



Don't miss this opportunity to attend a one-day,
low-cost conference on personal finance.

- The whole family is welcome
- Learn what you can do NOW if you have bad credit
- Sign up for FREE credit counseling session (first 50 adults)
- Special youth sessions
- Meet nationally known authors and speakers
- Learn how to build wealth from experts
- Door prizes
- Free continental breakfast and lunch

Conference Schedule of Events

4th Annual Milwaukee Personal Finance Conference

Saturday, May 10, 2003 - Italian Community Center,
631 East Chicago Street, Milwaukee, Wisconsin

7:45 a.m. Registration, Exhibit Booths Open, Continental Breakfast

8:30 a.m. Welcome and Special Door Prize

Dave Mancl, *Director, Office of Financial Education (WI DFI)*
Sharon Durtka, *Curriculum Specialist, Milwaukee Public Schools*
Antonio Riley, *Executive Director, WHEDA*

8:45 a.m. Morning General Session

Wendy K. Werkmeister, *WWBIC*,
Retha Hill, *BET*,
Steve Brobeck, *Consumer Federation of America*

8:45 a.m. Finance and Investment Challenge Bowl™ Kick-off

9:30 a.m. Concurrent Sessions

Adults - Understanding Credit
Adults - The Financial Pyramid
Adults - How to Start and Manage an Investment Club
En Español - Lo Basico de un Presupuesto
Youth 6-9 - Junior Achievement Entrepreneurship for Kids
Youth 10-13 - The Economy and You
Youth 14-18 - Future Millionaires and Junior Entrepreneurs—
101 Business Ideas for Youth Starting on a Shoestring

10:30 a.m. Break and Visit Exhibit Booths

10:45 a.m. Concurrent Sessions

Adults - Raise Your Net Worth With Planned Spending Strategies
Adults - Predatory Lenders: Who Are They and How to Avoid Them
Adults - Mutual Funds—What are They?
En Español - Su Credito y Domicilio
Youth 6-9 - Junior Achievement Entrepreneurship for Kids
Youth 10-13 - Future Millionaires and Junior Entrepreneurs—
101 Business Ideas for Youth Starting on a Shoestring
Youth 14-18 - The Economy and You

12:00 p.m. Awards Luncheon - Door Prizes and Trophy Awards

**12:45 p.m. Afternoon General Session - Joshua & Christopher Ballard
ReDonna Rogers, Center for Teaching
Entrepreneurship**

1:30 p.m. Concurrent Sessions

Adults - Increase Your Net Worth Through Home Ownership
Adults - Navigating through Financial Resources—How to
Choose a Financial Planner

1:30 p.m. Concurrent Sessions (cont.)

Adults - Getting Started: Principles of Investing and Investing Vehicles
Youth 6-9 - Junior Achievement Entrepreneurship for Kids
Youth 10-15 - You are the System
Youth 16-18 - Making it to the Next Level: Planning for College
(parents invited)
En Español - Tener Exito Sobre Tu Finanzas Personales

2:30 p.m. Intelligent Arts Showcase™

3:00 p.m. Special Door Prize Award and Adjournment

Guest Speakers



Retha Hill,
*Black Entertainment
Television (BET),
Washington, DC*



Stephen Brobeck,
*President, Consumer
Federation of America
Washington, DC*



Joshua Ballard,
*12 Year Old
Entrepreneur
Orange County, CA*



Christopher Ballard,
*14 Year Old Composer
& Entrepreneur
Orange County, CA*



ReDonna Rodgers,
*Center for Teaching
Entrepreneurship,
Milwaukee, WI*

Constance Alberts, *CCCS*

Mike Behan, *Holmen High School Award
Winning Economics Teacher*

Mary Ann Davis, *NAIC South Central
WI Chapter*

Richard Entenmann, *Asset Builders*

Michael Gutter Ph.D., *UW-Madison*

Jenell Hackley, *WWBIC*

Kim Kindschi, *WBA*

Peter Kwong, *Principal Financial*

Farshad Maltes, *WHEDA*

Tracy Martin, *Washington High School*

Meridee Maynard, *Northwestern Mutual*

Rita McCain, *WHEDA*

Liz Porrazzo, *American Express*

Ruth Segal, *NAIC South Central
WI Chapter*

Kim Terry, *UW-Milwaukee Extension*

2003 Money Conference Schedule

March 8 - Beloit/Janesville Conference (Blackhawk Technical College)

May 10 - Milwaukee Conference (Italian Community Center)

August 16 - Madison Conference (Alliant Energy Center)

October - Fox Cities Conference (Fox Valley Technical College)

Money Conference Sponsors

WI Department of Financial Institutions
WI Department of Workforce Development and the Job Center Network
The Helen Bader Foundation
American Family Insurance Company
MGIC Investment Corporation
American Express Financial Advisors
WI Housing and Economic Development Authority
We Energies
Fannie Mae
US Bank
Merchants & Manufacturers Bancorp
Aurora Health Care
North Milwaukee State Bank
Legacy Bank
M&I Marshall & Illsley Bank
Wells Fargo Bank
Asset Builders of America, Inc.



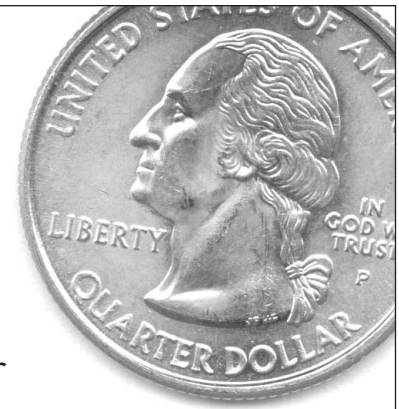
Money Conference Cooperating Organizations

Center for Teaching Entrepreneurship
CLIMB™
Consumer Credit Counseling Service
Federal Reserve Bank of Chicago
Financial Planning Association of Southeast WI
Hillside Boys & Girls Club
Hispanic Chamber of Commerce of Wisconsin
Interfaith Coalition for Financial Education
Jump\$tart Coalition – Wisconsin
Junior Achievement of Wisconsin
Keystone Travel - American Express
LISC
MATC Milwaukee
Madison Media Institute
Milwaukee Area Technical College
Milwaukee Fair Housing Council
Milwaukee Housing Authority

Milwaukee Saves / Wisconsin Saves
Milwaukee Times
Milwaukee Urban League / Young Professionals
NAIC – Milwaukee Chapter
National Association of Colored Women's Clubs
Native American Chamber of Commerce
Readers Choice Bookstore
School District of Milwaukee
School of Human Ecology, UW-Madison
St. Philips Ev. Lutheran Church and School
The Business Council, Inc.
UEDA - Milwaukee
UMOS - Milwaukee
UW-Milwaukee
Vincent Family Resource Center
Wisconsin Women's Business Initiative Corp.
Wisconsin Technical College System

Build Wealth Not Debt

Become a Milwaukee Saver



Achieve Your Financial Goals and Peace of Mind

Who is a Milwaukee Saver?

You can be! Any Greater Milwaukee-area resident who sets a savings goal such as an emergency fund, debt repayment, school tuition, homeownership, or even retirement. Your savings goal can be as little as \$10 per month. What membership benefits are available to me?

► FREE seminars by financial experts on:

- Gaining financial independence
- Paying off debts
- Spending less
- Qualifying for a home mortgage
- Setting up a retirement account
- Selecting a savings or investment product

- A FREE informational and motivational workshop to show how anyone can save and build wealth.
- FREE one-on-one planning consultations with a Wealth-Building Coach or financial planner.
- Reduced fee savings accounts to Milwaukee Savers by many Milwaukee-area select banks and other financial institutions.
- Opportunities for U.S. Savings Bonds, Certificates of Deposit, and other financial products.
- FREE membership in a Savers Club that will provide support, information and assistance.

Is there a cost to become a Milwaukee Saver?

No. Milwaukee Saves will assist you in saving money and reaching your personal goals. It will be your responsibility to select an account, make a deposit in this account each month (or make a debt payment), report your savings, and celebrate your success!

Who is in control?

You are. You set your repayment plan. You open an account in your name. Milwaukee Saves provides advice, encouragement, and support.

How do I become a Milwaukee Saver?

To sign up to be a Milwaukee Saver, contact WWBIC at:

Milwaukee Saves
c/o WWBIC – Attn: Emily Plagman
2745 N. Dr. Martin Luther King Jr. Dr.
Milwaukee, WI 53212

You can also call the 24-hour Milwaukee Saves Moneyline: 414-263-5450, ext. 113
Fax: 414-263-5456 Email: emily.plagman@wwbic.com



MilwaukeeSaves
WisconsinSaves
You Can Build Wealth

Sponsors:

Greater Milwaukee Foundation
Forest County Potawatomi
Community Foundation

Snapshots from the Beloit /Janesville Money Conference, March 8, 2003



Registration Form

Please enclose a check or money order payable to: Asset Builders of America, Inc. - The Money Conference and mail by April 28th to: **The Money Conference, P.O. Box 511215, Milwaukee, WI 53203-0211**

Name _____ Youth _____ Adult _____

Name _____ Youth _____ Adult _____

Name _____ Youth _____ Adult _____

Address _____

Organization _____

City, State and Zip _____

Phone _____ Email _____

Registration Fees: \$10 for adults, \$5 for youth over age 6.

Total Enclosed: \$ _____

One lucky pre-registered participant will have a CHANCE to win \$20,000 or a new car in the Money Conference "Piggy Bank Contest."

Participant Information & Special Services

Mother's Day Weekend Promotion - Special gift to the first 40 mothers who arrive by 8:30 a.m. with at least one child.

Out-of town guests may wish to contact the Hilton Milwaukee City Center at 414-271-7250 to arrange accommodations.

Parking is FREE!

Sign language interpreter for the hearing-impaired will be made available upon request, if received by Asset Builders of America, Inc. by April 25, 2003.

The first 50 adults to arrive will receive a coupon for a FREE credit counseling session.

For sponsor and exhibitor information contact Asset Builders of American, Inc. at 608-663-6632.

Tu y su dinero Las sesiones de finanzas básicas para adultos en Español, serán ofrecidas a partir de las 9:30 a.m. El desayuno y el almuerzo estaran incluidos en el precio de la entrada.

For Additional Information

Call Teresa Walker at the WI Department of Financial Institutions.

Phone (608) 267-1713 or visit www.wdfi.org

Go to the Asset Builders website: www.assetbuilders.org

Call Asset Builders. Phone (608) 663-6332; Fax (608) 441-6902.

Return mailing address: P.O. Box 511215, Milwaukee, WI 53203-0211